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WAEDAT Launch  
Final  
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## **Executive Summary**

The Launch of WAEDAT Program was held on 20 June 2005 at Four Seasons Hotel, Amman-Jordan. The launch was funded by USAID, organized by AMIR Program and the WAEDAT Program. AMIR handled all logistics requirements and event management while trying to empower the WAEDAT staff for future events.

The launch was patronized by Her Majesty Queen Rania Abdullah and attended by H.E. Minister of Industry and Trade and Minister of Communication and Information Technology. Around 175 people attended the launch from various sectors in Jordan, in addition to 97 ladies of WAEDAT entrepreneurs.

The structure of the Launch's program was built to enable the attendees to take a clear understanding of the Program concept and activities.

The success of this launch rested in the hands of many people and their collaborative efforts.

## **Launch Summary**

### **Launch Date**

The planning phase began in late 2004 and the date was determined according to Her Majesty schedule.

### **Launch Agenda**

As Her Majesty wished to have informal event and interact with the WAEDAT entrepreneurs, the agenda was built as follows: First,; presenting the Program by WAEDAT Program Coordinator, and how it helped the ladies to establish a network among themselves through a networking exercise, Second; discussing the future plans and ambitions of the ladies through a discussion session in which Her Majesty took part, and the third; showing the products of the ladies through a display corner. (Appendix A)

### **Venue:**

The hotel was chosen for its adequacy to the launch, as it contains one big saloon that can be divided into 3 areas, the opening ceremony was held in Salon C & B, while the discussion was held in Salon A, the display corner was arranged in the pre-function area. (Appendix B -floor plan A, B, C)

### **Launch Invitation**

The invitation cards for the launch were delivered two weeks prior to the event via Aramex.

### **Confirmation**

All invitees were contacted by phone to confirm their attendance. Confirmed list was sent to the Office of Her Majesty for seating arrangements.

### **Workplan**

The Conference workplan was devised and maintained throughout the planning phase of the conference (Appendix C). This workplan was revised as tasks changed or were added. The organizing committee met weekly to discuss developments and outstanding items.

### **Materials and Translation**

All materials and presentations were provided in Arabic. There was a simultaneous translation during the Launch.

### **Display Corner**

The products were displayed per sector; health, food processing, cosmetics, handicrafts and business to business. As an example on networking amongst entrepreneurs, a wedding theme table was arranged by entrepreneurs.

### **Giveaways**

The Launch giveaways were made by one of WAEDAT entrepreneurs – candle holder with WAEDAT logo- were distributed at the end of the Launch.

**Master of Ceremonies**

Muhannad Nawafleh was designated as the Master of Ceremonies (MC) for the Launch. He delivered the welcoming remarks and introduced the presentation, networking exercise and managed the discussion session.

**Press/Media**

The Communication Department devised and implemented a media plan for the Launch. The event was covered in all of the major newspapers – Al Rai, Ad Dustour, Al Ghad, Al Deyar, Jordan Times, and The Star. A press bureau was set at the venue during the Launch.

**Budget**

The budget was estimated in the amount of 20543\$, but the actual figure did not exceed 19739.49\$.

**Appendix A**

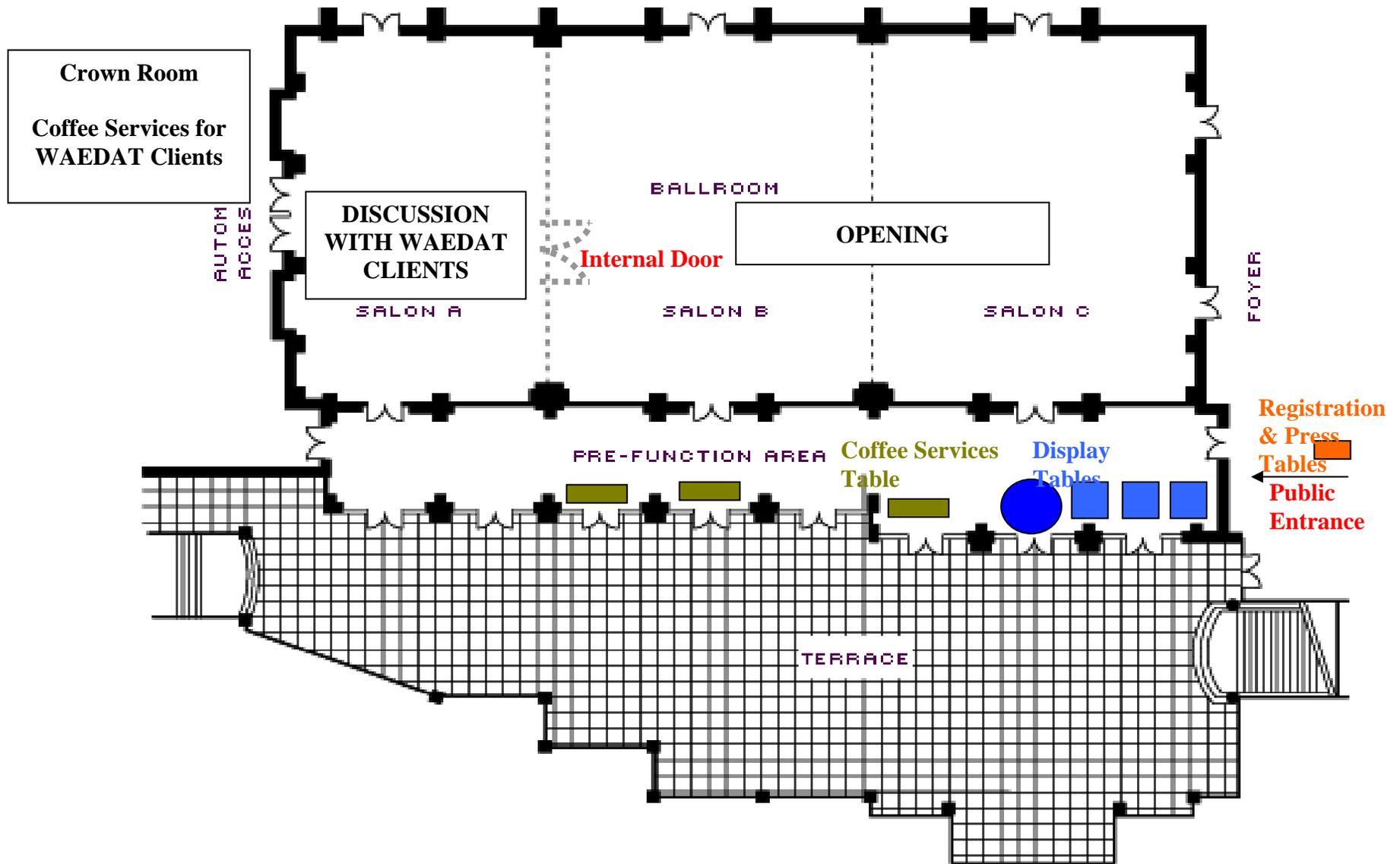
**Launch Agenda**

**Under the Patronage of  
Her Majesty Queen Rania Abdulla  
Launch of WAEDAT Program**

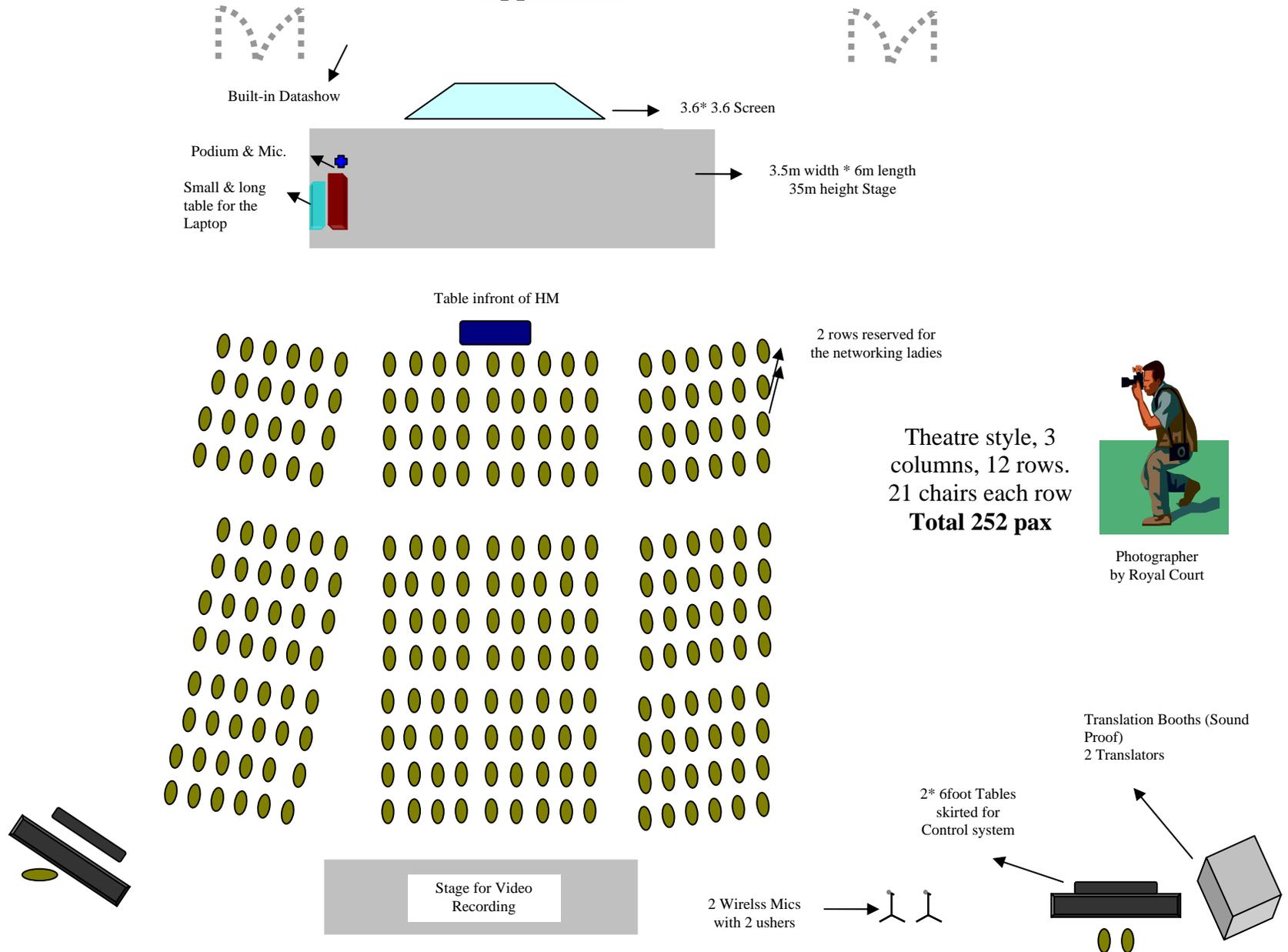
20 June 2005  
12:00 – 12:45 pm

|          |   |
|----------|---|
| 12:00 pm | Pass by the WAEDAT Networking displays                |
| 12:05 pm | National Anthem                                       |
|          | Welcoming remarks by MC                               |
| 12:10 pm | PowerPoint Presentation by The Program Coordinator    |
| 12:20 pm | Networking exercise                                   |
|          | Gift presentation to Her Majesty Queen Rania Abdullah |
| 12:30 pm | Reception   |
| 12:30 pm | Open discussion with the participants                 |
| 12:45 pm | End of ceremony                                       |

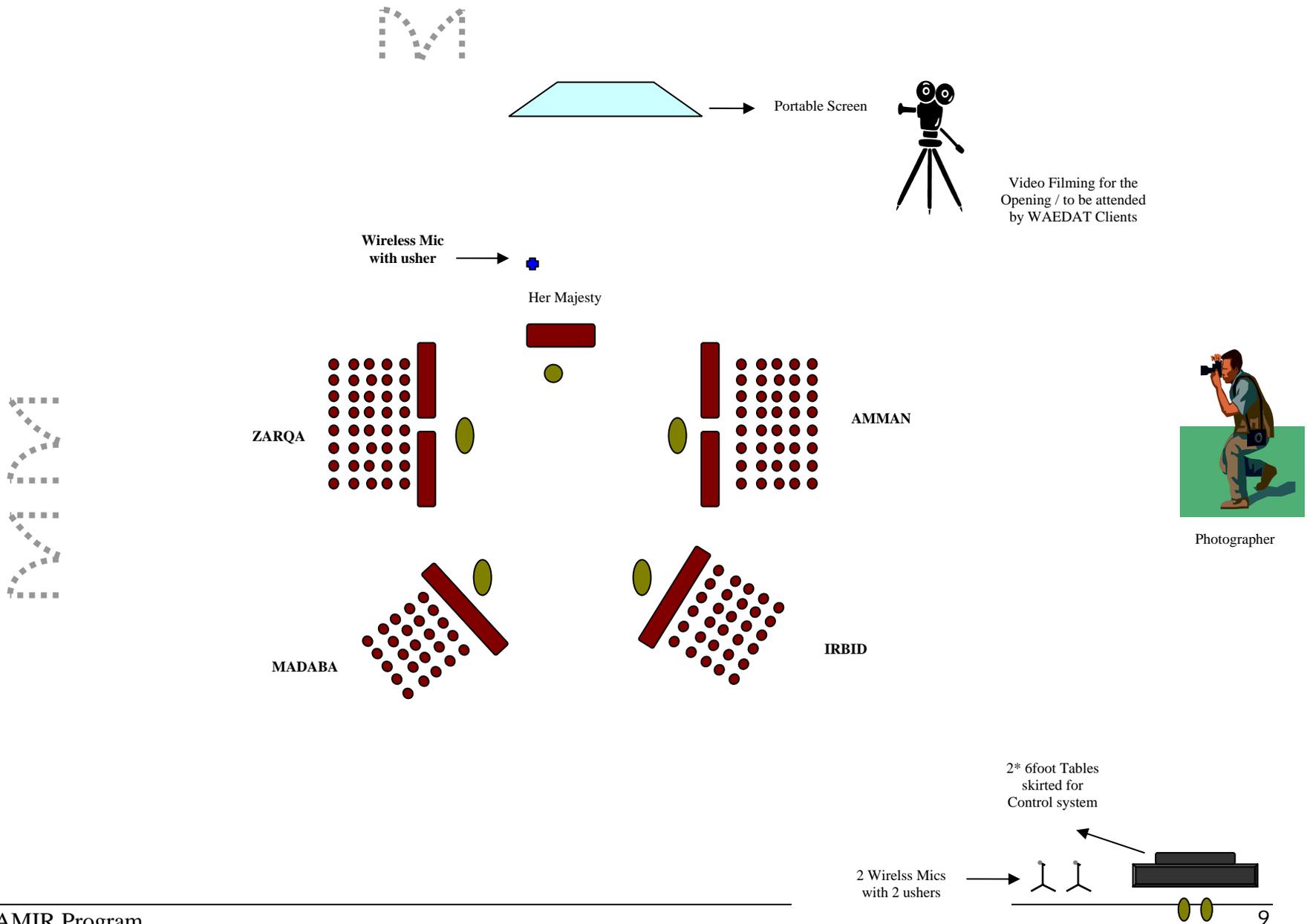
Appendix B



### Appendix C



**Appendix (D)**



**Appendix (E)**

**Conference Work plan**

| <i>Event Date</i> | <b>20-Jun-05</b>  |   |                    |              |               |
|-------------------|-------------------|---|--------------------|--------------|---------------|
| <i>ID No.</i>     | <i>Status</i>     | <i>Task</i>   | <i>Assigned to</i> | <i>Start</i> | <i>Finish</i> |
|                   |                   | <b>Agenda</b>   |                    |              |               |
| 1                 | <i>Done</i>       | Setting a tentative Agenda                                  |                    |              |               |
| 2                 | <i>Done</i>       | Determine the agenda  |                    |              |               |
| 3                 | <i>Done</i>       | Setting tentative dates                                     |                    |              |               |
| 4                 | <i>Done</i>       | Approval of agenda & dates                                  |                    |              |               |
| 5                 | <i>Done</i>       | Determine the Event's language                              |                    |              |               |
| 6                 | <i>done</i>       | Contact Minister of Trade to inform them about the event    | Suhair/Brad        |              |               |
|                   |                   | <b>Location/Logistics</b>                                   |                    |              |               |
| 7                 | <i>Done</i>       | Compile a list of potential venues                          |                    |              |               |
| 8                 | <i>Done</i>       | Visit potential sites for the event                         |                    |              |               |
| 9                 | <i>Done</i>       | Determine the site  |                    |              |               |
| 10                | <i>Done</i>       | Approval of the site  |                    |              |               |
| 11                | <i>Done</i>       | Finalize site (booking)                                     |                    |              |               |
| 12                | <i>Done</i>       | Itemize items at the site which could be used for the event |                    |              |               |
| 13                | <i>Done</i>       | Set-up at the site  | Tulin              |              |               |
| 14                | <i>Done</i>       | Seats in discussion room                                    | Tulin              |              |               |
| 15                | <i>Done</i>       | Set-up at the site (proposed)                               | Tulin              |              |               |
| 16                | <i>Done</i>       | Scene setter  | Dina               |              |               |
| 17                | <i>Done</i>       | Finalize site for the event                                 |                    |              |               |
| 18                | <i>in process</i> | Reconfirm all event information with the site               |                    |              |               |
| 19                | <i>in process</i> | Reconfirm all event information with the Royal Court        |                    |              |               |
| 20                | <i>Done</i>       | Prepare floor plan of the venue                             | Tulin              |              |               |
|                   |                   | <b>Coordination with HMQ office</b>                         |                    |              |               |

|    |                |  |                              |        |        |
|----|----------------|--|------------------------------|--------|--------|
| 21 | <i>Done</i>    | Send Program, Layout, list of invitees                                 | Suhair, Maha                 |        |        |
| 22 | <i>Done</i>    | Coordinate a site visit  |                              |        |        |
| 23 | <i>Done</i>    | Confirm all event information  |                              |        |        |
| 24 | <i>Done</i>    | Determine HMQ's gift   | Team                         |        |        |
| 25 | <i>Pending</i> | Follow up on HMQ's gift  | Wejdan                       |        |        |
| 26 | <i>pending</i> | Approve the final Design   | Team                         |        |        |
| 27 |                | Bring Gift to the event  |                              |        |        |
| 28 |                | Present gift to HMQ  |                              |        |        |
|    |                | <b>Participants in the Event</b>                                       |                              |        |        |
|    |                | <b>MC</b>  |                              |        |        |
| 29 | <i>Done</i>    | Determine MC   | Team                         |        |        |
| 30 | <i>Done</i>    | Confirmation of MC   | Sulaf                        |        |        |
| 31 | <i>Done</i>    | Confirm MC's fee for the event   | Sulaf                        |        |        |
| 32 | <i>Done</i>    | Get quotes from three writers to prepare MC speech and other materials | Sulaf                        |        |        |
| 30 | <i>done</i>    | Finalise suggested talking points for the open discussion              | Suhair, Wejdan, Diane        | 8-May  | 8-May  |
| 31 | <i>done</i>    | Liaise with Writer on subject content and MC role in event             | Sulaf, Wejdan                | 9-May  | 10-May |
| 32 | <i>done</i>    | Write talking points for MC  | Asdaa                        | 10-May | 12-May |
| 33 | <i>done</i>    | Review talking points for MC   | Sulaf, Diane, Suhair, Wejdan | 15-May | 16-May |
| 34 | <i>done</i>    | Review talking points for MC   | Suhair, Wejdan               | 16-May | 17-May |
| 35 | <i>done</i>    | Send talking points to MC  | Sulaf                        | 19-May | 19-May |
| 36 | <i>done</i>    | Meet with MC for rehearsal of the open discussion                      | Sulaf, Wejdan                | 6-Jun  | 6-Jun  |
| 37 | <i>done</i>    | Rehearsal of the open discussion with the entrepreneurs                | Tulin, Sulaf, Wejdan, Suhair | 8-Jun  | 8-Jun  |
|    |                | <b>Wejdan's presentation</b>   |                              |        |        |
| 38 | <i>Done</i>    | Prepare Wejdan's talking points  | Wejdan                       |        |        |
| 39 | <i>done</i>    | Review Wejdan's talking points   | Sulaf, Suhair                | 8-May  | 12-May |
| 40 |                | Send talking points to Tulin   | Sulaf                        | 12-May | 12-May |

|    |                   |  |                                |        |        |
|----|-------------------|--|--------------------------------|--------|--------|
|    |                   | <b>Discussion with participants</b>                          |                                |        |        |
| 41 | <i>pending</i>    | Decide items to be displayed                                 | Team                           |        |        |
| 42 | <i>done</i>       | Contact participants to inform them about the display corner | Wejdan                         |        |        |
| 43 | <i>in process</i> | Design of the displayed items                                | Tulin                          |        |        |
| 44 | <i>in process</i> | Coordinate with hotel on the display corner                  | Tulin                          |        |        |
| 45 | <i>done</i>       | Confirm with participants the time of the event              | Wejdan                         |        |        |
| 46 | <i>done</i>       | Prepare Talking points                                       | Wejdan & Zein                  |        |        |
|    |                   |  |                                |        |        |
|    |                   | <b>Invitation List</b>                                       |                                |        |        |
| 47 | <i>Done</i>       | Determine the VIPs to be invited                             |                                |        |        |
| 48 | <i>Done</i>       | Compile list of invitees                                     | Suhair,<br>Sameera &<br>Wijdan |        |        |
| 49 | <i>Done</i>       | Approval of list   |                                |        |        |
| 50 |                   | Insert list into AMIR's system                               |                                |        |        |
|    |                   |  |                                |        |        |
|    |                   | <b>Invitations</b>   |                                |        |        |
| 51 | <i>Done</i>       | Determine the patronage for the event                        |                                |        |        |
| 52 | <i>Done</i>       | Draft text & concept papers                                  | Suhair & Dina                  |        |        |
| 53 | <i>Done</i>       | Text Approval  |                                |        |        |
| 54 | <i>Done</i>       | Contact USAID regarding the invitation of the Royalty        |                                |        |        |
| 55 | <i>Done</i>       | Follow up on the patronage                                   |                                |        |        |
| 56 | <i>Done</i>       | Write the text   | Sulaf                          |        |        |
| 57 | <i>Done</i>       | Review the text – invitation                                 | Team                           |        |        |
| 58 | <i>Done</i>       | Send the text to the design agency – invitation              | Sulaf                          | 15-Mar | 15-Mar |
| 59 | <i>Done</i>       | Design the invitation  | Design Agency                  | 15-Mar | 21-Mar |
| 60 | <i>Done</i>       | Review the design – invitation                               | Sulaf, Wejdan                  | 21-Mar | 22-Mar |
| 61 | <i>Done</i>       | Make changes on the design – invitation                      | Design Agency                  | 23-Mar | 23-Mar |
| 62 | <i>Done</i>       | Send the design to the Royal Court for feedback or approval  | Suhair                         | 4-Apr  | 4-Apr  |
| 63 | <i>Done</i>       | Get feedback from the Royal Court                            | Suhair                         | 4-Apr  | 6-Apr  |
| 64 | <i>Done</i>       | Make changes   | Design Agency                  | 7-Apr  | 7-Apr  |
| 65 | <i>Done</i>       | Send final design to the Royal Court and get it approved     | Suhair                         | 12-May | 17-May |

|    |                |  |       |        |        |
|----|----------------|--|-------|--------|--------|
| 66 | <i>Done</i>    | Send to print – invitation   | Sulaf | 19-May | 19-May |
| 67 | <i>done</i>    | Receive invitation cards   | Sulaf | 26-May | 26-May |
| 68 | <i>done</i>    | Print labels for invitations   | Muna  | 22-May | 26-May |
| 69 | <i>done</i>    | Stuff envelopes and add label  | Muna  | 30-May | 31-May |
| 70 | <i>done</i>    | Distribute to ARAMEX for delivery  | Muna  | 1-Jun  | 8-Jun  |
| 71 |                | Confirm the number of VIPs attending                                       | Muna  | 13-Jun | 13-Jun |
|    |                |  |       |        |        |
|    |                | <b>Equipment</b>   |       |        |        |
|    |                | <i>Stands for the display</i>  |       |        |        |
| 72 |                | Determine the number of stands for the display                             |       |        |        |
| 73 | <i>Done</i>    | Determine the number of chairs needed for audience and stage               |       |        |        |
|    |                | <i>Podium</i>  |       |        |        |
| 74 | <i>Done</i>    | Determine if venue has a podium  |       |        |        |
|    |                | <i>A-V and Sound Equipment</i>   |       |        |        |
| 75 | <i>Done</i>    | Equipment Requirements   |       |        |        |
| 76 | <i>Done</i>    | Compile list of equipment requirements for event                           |       |        |        |
| 77 | <i>Done</i>    | Confirm list with AMIR communications                                      |       |        |        |
|    |                |  |       |        |        |
|    |                | <b>Seating Requirements</b>  |       |        |        |
| 78 |                | Determine the number of VIPs who will need reserved seats                  |       |        |        |
| 79 |                | Determine the number of participants/speakers who will need reserved seats |       |        |        |
| 80 | <i>Done</i>    | Design layout of room & a seating plan                                     |       |        |        |
| 81 | <i>Pending</i> | Approval of layout   |       |        |        |
| 81 |                | Send seating plan to RC for approval                                       |       |        |        |
| 82 |                | Print reserved seating labels  |       |        |        |
| 83 |                | Bring seating labels labels to event                                       |       |        |        |
| 84 |                | Place labels in proper places according to layout design                   |       |        |        |
|    |                |  |       |        |        |
|    |                | <b>Event Materials</b>   |       |        |        |
| 85 | <i>Done</i>    | Get quotes from 3 vendors  | Sulaf |        |        |

|     |             |   |            |        |        |
|-----|-------------|---|------------|--------|--------|
| 86  | <i>Done</i> | Get funding approval from USAID                             | Sulaf      |        |        |
|     |             | <b><i>Backdrop</i></b>                                      |            |        |        |
| 87  | <i>Done</i> | Prepare the text for the backdrop                           | Sulaf      |        |        |
| 88  | <i>Done</i> | Review the text   | Team       |        |        |
| 89  | <i>Done</i> | Send the text to the design agency - backdrop               | Sulaf      | 14-Mar | 14-Mar |
| 90  | <i>Done</i> | Design the backdrop   | MediaGroup | 14-Mar | 3-Apr  |
| 91  | <i>Done</i> | Review the design - backdrop                                | Sulaf      | 3-Apr  | 4-Apr  |
| 92  | <i>Done</i> | Make changes on the design – backdrop                       | MediaGroup | 4-Apr  | 7-Apr  |
| 93  | <i>Done</i> | Send the design to the Royal Court for feedback or approval | Suhair     | 10-Apr | 10-Apr |
| 94  | <i>Done</i> | Get feedback from the Royal Court                           | Suhair     | 10-Apr | 14-Apr |
| 95  | <i>Done</i> | Make changes  | MediaGroup | 17-Apr | 19-Apr |
| 96  | <i>Done</i> | Send final design to the Royal Court and get it approved    | Suhair     | 10-May | 17-May |
| 97  | <i>Done</i> | Send to print – backdrop                                    | Sulaf      | 22-May | 22-May |
| 98  |             | Bring backdrop to event                                     | MediaGroup | 19-May | 19-May |
|     |             | <b><i>Signage for the registration area</i></b>             |            |        |        |
| 99  | <i>Done</i> | Prepare the text for the signage                            | Sulaf      |        |        |
| 100 | <i>Done</i> | Review the English text – signage                           | Team       |        |        |
| 101 | <i>Done</i> | Send the text to the design agency – signage                | Sulaf      | 14-Mar | 14-Mar |
| 102 | <i>Done</i> | Design the signage  | MediaGroup | 15-Mar | 3-Apr  |
| 103 | <i>Done</i> | Review the design – signage                                 | Sulaf      | 3-Apr  | 4-Apr  |
| 104 | <i>Done</i> | Make changes on the design – signage                        | MediaGroup | 4-Apr  | 7-Apr  |
| 105 | <i>Done</i> | Send the design to the Royal Court for feedback or approval | Suhair     | 10-May | 17-May |
| 106 | <i>Done</i> | Send it to print – signage                                  | Sulaf      | 22-May | 22-May |
| 107 | <i>Done</i> | Obtain banner from printer                                  | Sulaf      | 13-Jun | 13-Jun |
| 108 |             | Bring banner to event                                       | Sulaf      | 19-Jun | 19-Jun |
|     |             | <b><i>Flyers in English</i></b>                             |            |        |        |
| 109 | <i>Done</i> | Translate text into English – Flyers                        | Sulaf      |        |        |
| 110 | <i>Done</i> | Review the text – Flyers                                    | Team       |        |        |
| 111 | <i>Done</i> | Send the text to the design agency – Flyers                 | Sulaf      |        |        |
| 112 | <i>Done</i> | Design flyers   | MediaGroup |        |        |
| 113 | <i>Done</i> | Review the design – Flyers                                  | Sulaf      |        |        |
| 114 | <i>Done</i> | Make changes on the design- flyers                          | MediaGroup |        |        |

|     |                   |   |                |        |        |
|-----|-------------------|---|----------------|--------|--------|
| 115 | <i>Done</i>       | Approval of the design – Flyers   | Wejdan         | 8-May  | 9-May  |
| 116 | <i>Done</i>       | Send flyers to print  | Sulaf          | 22-May | 22-May |
| 117 | <i>Done</i>       | Obtain flyers from printer  | Sulaf          | 13-Jun | 13-Jun |
|     |                   | <b><i>Giveaways</i></b>   |                |        |        |
| 118 | <i>Done</i>       | Suggest ideas for Giveaways from WAEDAT entrepreneurs products and budget   | Wijdan         | 17-Mar | 17-Mar |
| 119 | <i>in process</i> | Order giveawyas and receive   | Wijdan         |        | 10-Jun |
| 120 |                   | Bring Giveaways to the event  |                |        |        |
|     |                   | <b><i>Macro Media Flash Presentation</i></b>  |                |        |        |
| 121 | <i>Done</i>       | Prepare outline for the presentation  | Sulaf          |        |        |
| 122 | <i>Done</i>       | Review the presentation outline and approve   | Team           |        |        |
| 123 | <i>Done</i>       | Prepare background materials for the presentation   | Wijdan         | 6-Mar  | 8-Mar  |
| 124 | <i>Done</i>       | Sign a contract with the participants   | Sulaf          |        |        |
| 125 | <i>Done</i>       | Review background materials and get them ready for the company  | Sulaf , Suhair | 8-Mar  | 10-Mar |
| 126 | <i>Done</i>       | Liaise with Company on subject content - presentation   | Sulaf, Wejdan  | 14-Mar | 14-Mar |
| 127 | <i>Done</i>       | Design Concept  | MediaPlus      | 13-Mar | 22-Mar |
| 128 | <i>Done</i>       | Review the concept  | Suhair, Wejdan | 22-Mar | 24-Mar |
| 129 | <i>Done</i>       | Contact participants to obtain their approval to use their success stories, photos and to coordinate with them time to record their testimonials and to take photos | Wijdan         | 13-Mar | 24-Mar |
| 130 | <i>Done</i>       | Design development and animation  | MediaPlus      | 24-Mar | 7-Apr  |
| 131 | <i>Done</i>       | Narration/Video recording and editing   | MediaPlus      | 10-Apr | 13-Apr |
| 132 | <i>Done</i>       | Translate testimonials into English   | Ranya          | 16-May | 19-May |
| 133 | <i>Done</i>       | Review translation and approve  | Diane          | 22-May | 24-May |
| 134 | <i>Done</i>       | Taking photos   | MediaPlus      | 10-Apr | 13-Apr |
| 135 | <i>Done</i>       | Testing and debugging   | MediaPlus      | 13-Apr | 17-Apr |
| 136 | <i>Done</i>       | Review the presentation   | Team           | 8-May  | 8-May  |
| 137 | <i>Done</i>       | Make changes  | MediaPlus      | 9-May  | 16-May |
| 138 |                   | Send the presentation to the Royal Court & get feedback   | Sulaf          | 9-Jun  | 12-Jun |
| 139 |                   | Determine equipment requirements  | MediaPlus      | 24-May | 24-May |

|     |                |  |                |        |        |
|-----|----------------|--|----------------|--------|--------|
| 140 |                | Submit equipment requirements to Training  | Sulaf          | 24-May | 24-May |
|     |                |  |                |        |        |
|     |                | <b>Networking Exercise- Jordan Map</b>   |                |        |        |
| 141 |                | Contact Media Group company and coordinate with them   | Tulin, Sameera |        |        |
| 142 | <i>Done</i>    | Determine participants   | Team           |        |        |
| 143 | <i>Pending</i> | Train Participants   | Wejdan         |        |        |
| 144 |                | Rehearsal at venue   | Wejdan         |        |        |
| 145 |                | Finalize rehearsal   | Wejdan         |        |        |
| 146 |                | Confirm with participants the time of the event  | Wejdan         |        |        |
|     |                |  |                |        |        |
|     |                | <b>Press and Media Coverage</b>  |                |        |        |
| 147 |                | Identify target reporters and develop media database   | Sulaf, Wejdan  |        |        |
| 148 | <i>Done</i>    | Get quotes from 3 writers  | Sulaf          |        |        |
| 149 |                | <i>Photographer</i>  | RC             |        |        |
| 150 |                | Obtain photographer for event  | RC             | 15-Apr | 15-Apr |
| 151 |                | Liase with photographer about types of photos to be taken  | RC             | 15-Apr | 15-Apr |
| 152 |                | Confirm with photographer time to be at event  | RC             | 15-Apr | 15-Apr |
| 153 |                | <i>Jordan TV, Radio, local newspapers</i>  |                |        |        |
| 154 |                | Contact local media about event coverage   | Sulaf          | 2-May  | 2-May  |
| 155 |                | Confirm time to be at event and location   | Sulaf          | 9-May  | 9-May  |
| 156 |                | <i>Press Release , backgrounder, media advisory</i>  |                |        |        |
| 157 | <i>Done</i>    | Liase with Writer on subject   | Sulaf, Wejdan  | 27-Mar | 27-Mar |
| 158 | <i>Done</i>    | Prepare first drafts   | Writer         | 27-Mar | 3-Apr  |
| 159 | <i>Done</i>    | Review first drafts - press release , backgrounder, Media advisory, Wejdan's welcoming remarks, key messages | Sulaf, Diane   | 3-Apr  | 6-Apr  |
| 160 | <i>Done</i>    | Integrate changes  | Writer         | 6-Apr  | 10-Apr |
| 161 | <i>Done</i>    | Translate into Arabic  | Writer         | 13-Apr | 18-Apr |
| 162 |                | Review materials and provide comments  | Wejdan, Suhair | 9-May  | 12-May |
| 163 |                | Integrate changes and finalise   | Writer         | 15-May | 19-May |
|     |                | <i>Press Kit</i>   |                |        |        |
| 164 |                | Decide materials for the press kit and prepare them  | Wejdan         | 9-May  | 12-May |
|     |                | <b>Translators</b>   |                |        |        |

|     |             |  |       |  |  |
|-----|-------------|--|-------|--|--|
| 165 | <i>Done</i> | Determine translator needs for event                                       | Tulin |  |  |
| 166 | <i>Done</i> | Prepare short list of translators  | Tulin |  |  |
| 167 | <i>Done</i> | Get quotes from translators  | Tulin |  |  |
| 168 |             | Prepare purchase order   | Tulin |  |  |
| 169 |             | Setup contract with translator   | Tulin |  |  |
| 170 |             | Approval of contract   | Tulin |  |  |
| 171 |             | Sign contract with translator  | Tulin |  |  |
| 172 |             | Submit all material to be used by speakers/panels to translator for review | Tulin |  |  |
| 173 |             | Meet with translators to discuss any questions they have                   | Tulin |  |  |
| 174 |             | Reconfirm with translators   | Tulin |  |  |

## **Appendix F**

**Launch of WAEDAT Program  
20 June 2005  
45 minutes event beginning at 12:00 pm  
Venue: Four Seasons Hotel  
MC: Mohannad Nawafiah**

Arabic will be the main language of the event with simultaneous translation.

### **Location of the Launch**

- The Launch will be located in Salons C & B.
- Discussion will be located in Salon A.
- To reach the Salons:
  - A: you enter the main entrance of the Hotel building, walk straight ahead through the lobby till reaching the stairs, go down the stairs to reach the foyer.
  - B: From Terrace to pre-function area.  
Refer to floor plan annex (A).

### **Registration and Media Tables.**

- At the foyer, there will be a registration table with AMIR personnel as well as WAEDAT representative. There will be a banner on a stand next to the registration table.
- Upon registration, guests will receive WAEDAT brochure and a giveaway. The guests will be encouraged to proceed to the pre-function area, until the doors of the grand ballroom are opened.
- Next to the registration table, there will be a table for Media with press kits. There will be a stand-up banner next to the table. The Media table will have AMIR personnel or *Royal Court personnel: to be confirmed upon contacting the Royal Court Press Office*

### **Pre-function area:**

- At the public entrance will be the Royal Court security's table.
- The pre-function area will have 4 display tables showing the products of WAEDAT entrepreneurs (refer to Annex A)
- Once the doors of the Salon are opened, guests will be encouraged to enter. If the guest is a VIP, AMIR personnel will escort the VIPs to their assigned seats.
- The reception will be held in the pre-function area as shown in floor plan

### **Salon C & B layout and Stage Setup:**

Refer to Annex B for salon layout. The each row takes 21 people, 6 from the right, 9 middle, 6 left. Last 2 seats from the left will be reserved to MC and WAEDAT Program Coordinator, to be close to the podium.

3& 4 row to the right will be reserved to the ladies who will perform the networking exercise and a 2 coordinators from AMIR and WAEDAT to facilitate their movement.

Looking at the stage as if you are seated in the audience:

- The podium is on the left side of the stage, there is a stand up banner behind the podium.

**Before the Program:**

8:00 am-11:00 am: Final set-up for media, lighting, headphones, translator, banners, stage, displays, registration table.

11:00- 11:15 am Event coordinators and WAEDAT participants will take their places in preparation for arrival of guests.

11:15 -12:00 pm: Arrival of guests and registration. People will mill in the pre-function area until the doors are opened.

11:30-12:00 pm: Doors located at Salons C & B are opened. AMIR personnel will be at the entrance of the door greeting people as they enter the salon. There will be ushers inside ensuring that people sit in the appropriate areas. WAEDAT entrepreneurs will enter to salon A (where the discussion part will take place)  
Designated AMIR personnel and WAEDAT representative will guide people in the pre-function area towards the entrance of the salon C & B.

12:00 pm: Doors of the salon C & B will close.

11:45 am: H.E. the Minister, Charge d'affaires, and USAID Acting Director arrive.

12:00 pm: Her Majesty arrives, greeted by *Princess Basma Bint Ali*, H.E. Minister of Industry and Trade, Mr. David Hale, Charge D'affaires, US Embassy, Mr. David Barth, Acting Director, USAID, Mr. Steve Wade, Program Director, AMIR Program, and directed immediately to the pre-function area, where the display tables are.

**Program:**

12:00 pm: **Arrival of Her Majesty-** Mohannad Nawafiah will approach the podium from the left side of the stage. Mohannad will announce the arrival of Her Majesty and will request that all people please be seated. Mohannad will step away from the podium and will remain standing on stage.

12:01 pm: Her Majesty enters the pre-function area, greeted by Ms. Wejdan Abu Lail, WAEDAT Program Director, who will brief Her Majesty of the displayed products.

- 12:05 pm Her Majesty enters Salon C. Her Majesty will be escorted by H.E. the Minister, Mr. Hale, Mr. Barth, Mr. Wade and Ms. Abu Lail. They will walk to the front row and take their designated seats.
- 12:05-12:07 pm: **National Anthem**-Mohannad will announce that the Jordanian National Anthem will be played and that everyone will please stand. Mohannad will step back from the podium and remain standing. Mohannad will approach the podium and announce that everyone may take his or her seats. Mohannad will remain at the podium as people take their seats.
- 12:07-12:09 pm: **Welcoming Remarks**-Mohannad will present his opening remarks at the podium.
- 12:09-12:10 pm: **PowerPoint presentation** - Mohannad will remain at the podium after opening remarks and will introduce Wejdan, who will approach the podium from the left side of the stage. Mohannad will step back from the podium and leave the stage from the left side and will take a seat at his designated seat assigned in the front row. (refer to annex B)
- 12:10-12:20 pm: **PowerPoint presentation**-Wejdan Abu Lail will speak at the podium. When finished, she will exit the stage on the left side and will return to her designated seat. Once she is seated, Mohannad will approach the stage on the left side and will stand at the podium.
- 12:20-12:29 pm: **Networking exercise** –MC will present the Networking Exercise, the ladies will approach the stage from the right side and take their places, once finished, they will leave the stage in the same order towards the exit of salon C and head directly to salon A, they will be organized and accompanied by AMIR and WAEDAT personnel. Once left, Mohannad will approach the stage on the left side and stand at the podium.
- 12:29- 12:30 pm: **Gift presentation:** Mohannad will announce the presentation of a gift made by WAEDAT entrepreneurs to Her Majesty. Wejdan will go and present the gift to Her Majesty, shake hands and go back to her seat.
- 12:30-12:31 pm: **Closing remarks.** Then Mohannad will thank Her Majesty for attendance and announce that people are to remain seated while Her Majesty leaves the room. Her Majesty exits salon C and heads towards salon A accompanied by *Princess Basma Bint Ali H.E. Minister of Industry and Trade, Mr. Hale, Mr. Barth, Mr. Wade.* Upon their exit, Mohannad will leave salon C to A through the internal door.

- 12:31-12:32 pm     **Reception:** Wejdan will approach the podium and announces that there will be a reception and a display of the products at the pre-function area. Once doors of Salon A are closed then people will exit to the pre-function area from salon C. USAID, AMIR and WAEDAT personnel will be attending the discussion as follows:
- Sameera Qadoura
  - Tulin Bakir
  - Wejdan Abu Lail
  - Diane Scott
  - Sulaf Mbaideen
  - Maha Mousa
  - Kenana Amin
  - Dina Sabbagh

**Salon A**

Refer to annex C for room layout. Ladies from each governorate will be seated in one side of the salon with a sign showing their area.

MC will be standing to face Her Majesty and the rest of the attendance, to be able to handle run the discussion. 2 ushers will be at both sides with wireless microphones. Another wireless microphone will be located behind Her Majesty.

- 12:31-12:45 pm:    **Open Discussion:** Once in Salon A, MC will welcome Her Majesty, start and handle the discussion, which will concentrate on:
- What made the ladies think about starting a business?
  - What WAEDAT offered them?
  - How it helped them on the personal and professional levels
  - What are their ambitions?

- 12:45 pm:           MC will thank attendees and end the discussion.  
Her Majesty exits Salon A accompanied by *Princess Basma Bint Ali*, H.E. Minister of Industry and Trade, Mr. Hale, Mr. Barth, Mr. Wade.

**Appendix G****WAEDAT Launch Event Costs**

|    | <b>Item</b>   | <b>Estimated (JD)</b> | <b>Estimated (\$)</b> | <b>Actual (JD)</b> | <b>Actual (\$)</b> |
|----|---|-----------------------|-----------------------|--------------------|--------------------|
| 1  | Frame & Plaque for Her Majesty's Gift   | 45.000                | 63.559                | 45.000             | 63.559             |
| 2  | Translation Fee   | 300.000               | 423.729               | 300.000            | 423.729            |
| 3  | Room Rental & Coffee Services   | 4,000.000             | 5,649.718             | 3,825.500          | 5,403.249          |
| 4  | Gift for Her Majesty  | 35.000                | 49.435                | 35.000             | 49.435             |
| 5  | Map Production  | 350.000               | 494.350               | 350.000            | 494.350            |
| 6  | Furniture & Arabic Theme for the Discussion Room with HM  | 600.000               | 847.458               | 600.000            | 847.458            |
| 7  | AV Equipment Rental, Lighting, Sound System Rental  | 2,700.000             | 3,813.559             | 2,700.000          | 3,813.559          |
| 8  | Video Taping  | 200.000               | 282.486               | 90.000             | 127.119            |
| 9  | Photos  | 150.000               | 211.864               | 65.000             | 91.808             |
| 10 | Giveaways, boxes, labels with logos   | 700.000               | 988.701               | 500.000            | 706.215            |
| 11 | Design and printing of the launch invitations, backdrop, banners, flyers, table tents and display signs | 1,860.000             | 2,627.119             | 1,860.000          | 2,627.119          |
| 12 | Prepare press releases, backgrounder, MC speech, key messages and Media advisory                        | 750.000               | 1,059.322             | 750.000            | 1,059.322          |
| 13 | Presentation MacroMedia Flash   | 2,700.000             | 3,813.559             | 2,700.000          | 3,813.559          |
| 14 | MC  | 100.000               | 141.243               | 100.000            | 141.243            |
| 15 | Acrylic stands  | 20.000                | 28.249                | 20.000             | 28.249             |
| 16 | Translation Fee   | 35.000                | 49.435                | 35.000             | 49.435             |
|    | <b>Total</b>  | <b>14,545.000</b>     | <b>20,543.785</b>     | <b>13,975.500</b>  | <b>19,739.407</b>  |